



Ibotta + Degreed = Experiential Learning & Career Growth

Client

ibotta[®]

Head Offices

Denver, Colorado, USA

Industry

Technology

Employees

750+

Features Used

Experiential Learning, Plans, Pathways

Use Cases

Career Opportunities, Mentorships,
Employee Retention, Upskilling, Reskilling

Challenge

Ibotta sought to retain motivated employees and boost productivity by giving people ways to learn every day, anywhere, at their own pace — using a wide range of personalized content, on-the-job skill and career building opportunities.

Solution

Ibotta chose the Degreed LXP and upskilling platform. Using the experiential learning functionality, the company connects people and their skills to relevant career growth opportunities like projects, stretch assignments, new roles and mentors.

Results

People at Ibotta are carving their own learning paths, choosing content that's aligned to their personal upskilling and development needs. L&D gets insights into people's skill sets, and into the supply and demand for skills across the organization. In addition, employees can see the skills they need for growth opportunities. Likewise, managers can more easily identify new leaders and understand where their teams are strong.

Summary

Ibotta, a cash back rewards shopping app, gives users (affectionately called “savers”) money back on groceries and other everyday purchases at brick-and-mortar shops as well as online stores. Ibotta partners with more than 2,700 leading brands and retailers and has paid out more than \$1 billion in rewards.

Founded in 2012, Ibotta needed a way to provide new learning and career opportunities to its motivated and relatively young workforce — to keep workers engaged, retain them and help them grow with the company.

Using Degreed, Ibotta provides a vast range of learning content to its people and helps them build skills through on-the-job experiential learning while increasingly measuring their success. And the company has achieved its highest L&D goal: creating a new learning culture.



Challenge

New Learning & Career Development

With any growing tech company comes young, savvy and motivated people. The average age of workers at Ibotta is 30. For many, it's a first job after college or coding school.

The Ibotta workforce is hungry for mentors and to build skills through new career opportunities. Ibotta leadership wants to support workers over the long term and knows that development is important to reaching that goal. And because the Ibotta workforce is largely remote, leaders understand that their people can easily leave for similar opportunities in the tech industry. During the last few years, there's been increased pressure to create a best-in-class employee experience that amplifies reasons to stay beyond financial compensation — such as, “I get involved in interesting work” or “Ibotta listens to my desires.”

Understandably, learning at Ibotta over the past 10 years was a disjointed experience. For much of that time, there was no L&D function, typical of a startup. Workers benefited from the occasional lunch-and-learn or training session. But often, these were difficult to find, infrequent and dependent on someone being physically available to lead sessions. Attending an external course or conference required paperwork some people didn't even know about. And effective asynchronous learning wasn't much of a factor.

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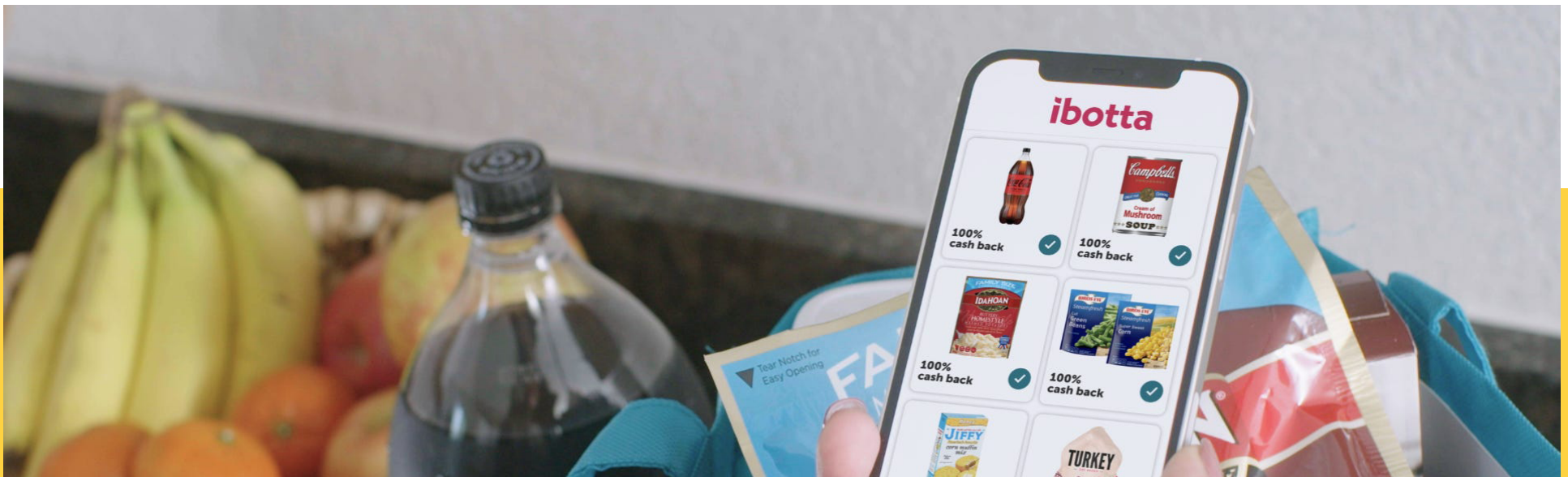
—Ryan Arpin

Director, Learning and Development & Events
Ibotta

“We’re growing rapidly. We needed to put the right tools in place to make sure our employees can grow with us,” said Ryan Arpin, Director, Learning and Development & Events. “We thought we could do better than we had been — a lot better. We wanted to create an experience where our people can learn skills relevant to their current roles as well as the roles they aspire to. We needed to connect people in real time to new opportunities like mentoring — with our guidance, and by empowering people with tools that help them on their own.

“Tracking learning content on a spreadsheet then distributing that content in a limited capacity via Google Drive only gets us so far,” Arpin said. “Until recently, that was our process. Sure, it let us get stuff out, but we still had no way to reliably know if you’d even viewed it.”

Ibotta needed a way to assign learning proactively and to create follow-up activities. And it needed a place where people could learn every day, anywhere. Leadership wanted to let employees learn at their own pace but also in a personalized way and with direction. It needed workers to feel empowered to invest in their careers — and knew that meant new internal opportunities.



Solution

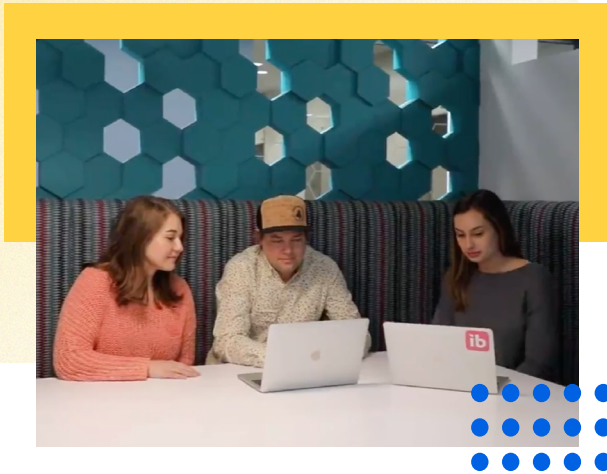
Degreed

The journey toward a new learning culture at Ibotta started in earnest with a search for a learning management system (LMS). The company found LearnUpon and soon after learned about its partnership with the Degreed learning experience platform (LXP) and upskilling solution.

“We quickly stood up Degreed and LearnUpon and have been distributing learning content to our employees,” Arpin said. “They can attend instructor-led trainings with myself. They can go back and look at on-demand courses as well. We’ve been hosting office hours on Degreed. We’ve been hosting training sessions on Degreed to really get our team comfortable and familiar with the tool.”

Using the experiential learning functionality of the Degreed platform, Ibotta connects people and their skills to relevant career growth opportunities like projects, stretch assignments, new roles and mentors.

“We are hiring and filling more roles, building out roles that we’ve never had before. And this is going to provide a ton of career opportunities for professional growth and development of our own employees internally,” Arpin said. “Having more employees and departments and initiatives really means everyone is going to be able to grow, develop and stretch themselves at Ibotta.”



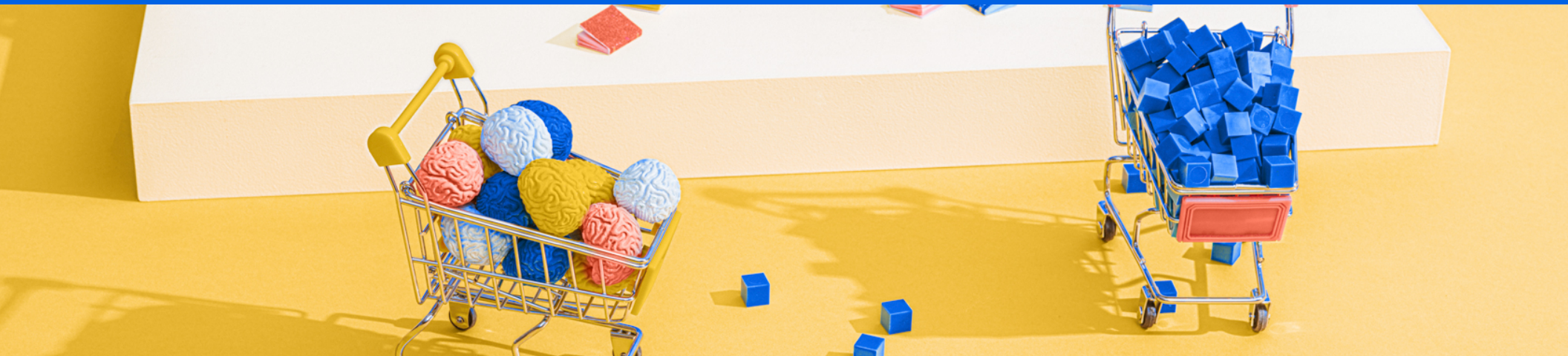


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Director, Learning and Development & Events





Results

On-the-job Learning for Everyone

With Degreed, people at Ibotta are carving their own learning paths, choosing content that's aligned to their personal upskilling and development needs. In addition, L&D gets insights into people's skill sets, and into the supply and demand for skills across the organization. Using this skill data, L&D is recommending relevant and high-value in-house or third-party content. With the click of a button, L&D or someone's manager can share with any colleague a course, video, article, book and more from dozens of content providers.

And when it comes to giving people the opportunities they crave, "employees are able to see the skills they need for growth opportunities at Ibotta and either put their name in the hat or better understand what skills they need to get to be more qualified," Arpin said. "Likewise, managers are able to more easily identify new leaders and understand where their teams are strong."

"We feel strongly that career development should be owned by the employees," Arpin said. "And by leveraging Degreed, I'm able to give them training opportunities when it works best for them. They can pick multiple instructor-led courses. They can find trainings on their own and take them after hours, or early in the morning, or during the day when it works best in their schedules."

In addition, Ibotta is helping its people by:

- **Providing new hires with onboarding Pathways** that tackle the challenges of remote and office-based workers, to shorten time-to-efficacy from six to four months.
- **Meeting workers where they're at** in their day-to-day lives, providing relevant, on-demand content available at their moments of need.
- **Identifying four to six competencies for all roles**, to help people prepare for new roles faster (and help managers define success).


Using LearnUpon, the L&D team has the power to create bespoke, in-house training courses for upskilling, instructor-led training (ILT), compliance and more.

Looking Ahead: Measuring Success

To help boost productivity, Ibotta L&D plans to measure the time to efficacy of new hires, hoping they can shift from a six-month ramp-up to four months, Arpin said, adding that to help boost retention, “we are sending out intent-to-stay scores and looking at surveys for all of the classes that we build internally.”

To further gauge effectiveness, particularly of the experiential learning functionality, Ibotta plans to survey the mentors and mentees as well as conduct check-ins and focus group conversations while paying special attention to time-to-productivity, retention and internal promotions as key success measures, Arpin said. “And then I’ll continue to evaluate promotion rates of those people who are participating. I’d love to see us increasingly support lateral moves and double our rate of internal promotions in the years to come. I think we can do it.”

L&D expects Degreed to have positive impacts at the team level too. “My goal is to get us to a point where teams can use it to cross reference skill sets and ask each other for help on cross functional projects or even create cross-functional committees for special initiatives,” Arpin said.

“I’d also love to see us positively impact something more difficult to measure but equally important — your confidence. In particular, I’d love to see a boost among women, including those participating in Webotta, a diversity, inclusion and belonging (DIB) program here.” 





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